THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
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Buddy Poppy Days again are ripe

IN THE VALLEY OF THE MOON

With tongue in cheek: Isn't it wonderful the rains stopped, and everything's now glorious? Usually there are few rains in May—in fact they're absent until October or November, but this year May's been the wettest month in anyway 32 years. But it's all been good (except for the strawberry and cherry growers) and there will be few water worries this year.

There are those who are so busy learning the tricks of the trade they never learn the trade. VALLEY WATCH REPAIR, Boyes.

Captain Ford was reelected to the high school board of trustees by a slim whisker, Ralph Hotz losing out. Jim Gordon went in, with a mighty high vote, some 600. In the Flowery district Ted Walker was elected, beating out three other candidates.

MEMORIAL DAY FLAGS and Decorations. RUGGLES VARIETY STORE, Sonoma. Giftware, Cards, School and Office Supplies.

Both high school trustees are from the Valley, and we're pretty sure one of them is for a junior high school and a unified school district, encompassing the entire Valley. Which is all to the good. It's high time the entire Valley school setup were coordinated, consolidated, and run efficiently.

Rather "irking" is the stand some of the elementary and high school principals take on the matter of a junior high school. Such a school would take the pressure off the high school. In practically every other section of the nation, eight grade schools are considered obsolete—in fact, the junior high schools (taking in the 7th, 8th and 9th grades) are now standard, with this particular Valley about 25 years behind the times. Also including most of our school principals. Either they should get on the ball, rearrange their thinking,

or maybe they might be superseded by principals who have done a little in the way of progressive thinking.

Frank Pensar, principal of El Verano school, is the only school head hereabouts who is wholeheartedly in favor of a junior high school. The others either dislike the idea or they hedge.

HAROLD'S SHOE STORE. Better Shoes for Less Money. 519 Broadway, Sonoma. A Family Shoe Store Serving Sonoma Valley.

Did you know Doc Simme? He passed away a week ago, and the Valley is saddened.

"Doc" really had been a dentist in the middle west, but here he was known principally as the groundskeeper at the Boyes Springs baseball park, which he loved dearly. He brought it to its peak a few years ago when the Seals and the Oaks used to get in their spring training right here. It was a splendid park—drained in a few hours after hard rains, and the ball players liked it. Of recent years it's gone to seed, but with the foundation Doc laid it could be revived in short order. Doc also coached junior ball teams, and was a friend of many a major and minor league baseball great.

PRICE PUMP CO. Best in the West. P.O. Box 375, Sonoma. Pumps for Particular People at Popular Prices. Phone WE 8-2107.

Our Resort in El Verano, operated by Harvey and Melina Francis, is considered by many to be the real authentic old-time tavern hereabouts. The Stein club makes it headquarters for regular meetings, and for three or four barbecues during the summer months—held in the outdoor grounds which include a big barbecue pit, plenty tables under large shade trees. We'll tell you when special events come up at Our Resort.

JIM'S MEATS. Boyes Springs Food Center. The very finest quality, prices low. Delicatessen section. Summer delicacies.

A long-suffering wife was about to berate her husband for staggering in at 3 a.m.

"Before you begin," said he, "I want you to know that I was sitting up with a sick friend."

"A like story, a likely story," mocked his wife. "What's his name?"

The husband gave this problem deep thought, then announced: "He was so sick he couldn't tell me."

B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.

In addition to having a might fine jewelry store, with all that term encompasses, the MacDonald Jewelry store in Sonoma has some

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of the most attractive window displays in the whole city . Usually they're animated, delicately put together, and invariably so attractive they attract the attention of almost every passerby and hold that attention for a long time.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Art Stewart, long-time Boyes businessman, prominent in civic and Lions club activities, has been named deputy district governor of a Lions district which extends from Calistoga to Isleton. Art also is 'way up high in the administrative enchelons of Enchanted Hills, summer camp for blind children just over the mountains in Napa county.

At next week's Lions meeting (ladies' night), Rose Reznik, head of the Enchanted Hills project, will be guest speaker. Blind since a young girl, she is a capable executive and will have a real message for all attendants.

FRANK'S TRADING POST, Fetters Springs. Buys, Sells, Trades. General Merchandise. Prices? Mere fractions. PH. WE 8-3819.

And on the other hand, let's consider a name for Boyes Springs Recreation park No. 2—the appellation of Lyttle park. Ex-Supervisor Jim Lyttle has done so very much for the Springs region that he's entitled (while he's still here) to some real recognition. What could be more suitable?

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

These days the only person who listens to both sides of the family argument is the woman in the next apartment.

SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.

Ever been to one of those "Come as You Are" feeds? They get you when you aren't looking, and are shanghaied immediately. How do you look in a bathrobe, a pair of shorts, or a gingham apron? It was a project of the Adobe Grange, held at the home of Helen Wilson on Riverside drive, and there was a rather wonderful breakfast—hot cakes, eggs, coffee, and whatnot. Somebody please invite us to the next one.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

Somebody asked us whether Moonbeams is a newspaper. We just don't know. It isn't, exactly. Maybe you could call it a gloriried "column," similar if not as good as Caylor's. But, many a newspaperman envies us—because we can say what we like, and if it isn't liked, whatthell.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

Haven't a thing against any of 'em, but if our elected representatives, on school boards, supervisor boards, or elective county, state and federal officers, don't measure up to their duties or what we consider their duties, best thing to do is throw 'em out. All it takes is enough votes from people who think the same as you do.

We think it strange that our school authorities—local or county—didn't have enough sense to combine our recent elections (one more coming up June 4) into one—and save money, end a lot of confusion, and show a little executive ability. We've made a start on a house-cleaning. Let's keep it up.

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of- town guests here. Cocktail bar.

Stubbornness we deprecate, but firmness we condone.

The former is our neighbor's trait—the latter is our own.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Comes now a Chuckwagon. It's opening in about a week—the former Fireside Lodge, on the highway just this side of Sonoma. Lee and Helen Sims, who formerly ran a chuckwagon establishment in Santa Rosa down in automobile row, are the new proprietors. Their prime ribs ("finest in the world") will be their specialty. Interior is being completely rearranged and perked up. So look for grand opening. It'll be called Lee's Chuck Wagon.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

Got an ononymous letter from somebody in Richmond, gently chiding us for being a heathen. Principally because we had what was called a heart attack after attending an Easter sunrise service, and declared we hadn't been to church since.

But the dedicated religionist did not sign his name, so it isn't being published. We'll gladly publish letters from readers, if they're in good taste, but they must be signed. We will not use a signature if the writer so requests, but we must know the identity of the writer. That's a must!

ROZARIO'S PALMS INN, Verano. "Home of the Lions." Splendid cuisine. Cocktail room. The Valley's favorite gathering place.

The other day it was raining pitchforks. Replaced our "good" hat with an older one. First person we saw said: "Colonel, what's happened to you?" Okay. It was disreputable, though it cost us $20.69, the most expensive hat we ever owned. But after seven years,

seven cleanings, it now is all out of shape, badly shrunk, and you can have it. Except when it rains.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

The Carl Amantes up at the Town House, Glen Ellen, go on and on in their merry way, with constantly increasing business. Carl tells us that his big business comes from Santa Rosans and Vallejoans, along with Napans and Petalumans. Town House fame has spread and is spreading rapidly. A good place to know.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

BROADWAY CAFE, Sonoma. Pop Medros your host. It's a friendly place. Take-out license, too. Drop in and let's get acquainted.

Question (this is serious): The French academy has decided to add a new word to the language. What is it? "Bustier," to mean brassiere. "Brassiere," in French, means a child's undershirt.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

And before another issue, Memorial day will be all over—though the long holiday will still be right in the middle. Bathhouse is expecting record crowds (and did you know they've enclosed a large parkin garea down there, which should help a lot all through the season)?

But just about every other entertainment and recreation and night spot in the whole Valley is getting ready for the big days. It's really the start of the vacation season. The Valley is always in the background of people's thoughts when considering vacations (city folks, we mean), with chances mighty good that this year the Valley will draw larger crowds than in many years.

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

BOYES SPRINGS BATH HOUSE—Now open, bigger and better. Two restaurants, casino, beautiful cool and hot mineral pools.

Ray Loper and Bill Russell (and wives) took in the Stateline resorts last weekend. A number of Lions sent along their choices on Chinese bingo, but not one of them drew down a single nickel. The sojourners didn't make any money either, but they had a glorious vacation at practically no expense at all.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Most of us are able to admit that other people are handsomer, or wealthier, or younger than we are. It is more difficult to admit that someone else is smarter than we are.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

Back in the old days, newspaper publishers took all kinds of produce in payment for subscriptions. While we haven't really got much of a paid list, if you'd like to get your Moonbeams by mail, the cost is $1.29 a year. And if you'd like to pay for it in eggs, butter, beans, berries or what have you, we'll be very agreeable to such a deal. Of course, 'way back, the people who were bartering grew or producted most of their stuff, so it was easy. We wouldn't want you to go to a market and buy us $1.29 worth of stuff, but if you grew it on your own ground, that wouldn't be too bad an idea. (Also cracklings.)

PAUL'S OLD RANCHERO, Verano. Superb Italian and American dinners. Cocktails. For the family or large groups. Paul at organ.

YELL'S ACRES NURSERY, Glen Ellen. Getting about that time to get your Dahlias in. Wonderful selection here. Priced low.

Glory be! For some 98 weeks we've wanted to have a shoe store advertising in Moonbeams. Now we've got one—Harold's, in Sonoma. Not a shoe store in the outside Valley, so from now on you'll know where to go. Harold's last name is Huntsinger, and he knows his shoe business!

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d' ouvres. Snacks. Pizzas. Everything!

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

Sycamore Lodge, down in the bathhouse district, has undergone a complete remodeling and refurbishing process, interior and exterior. Now Ethel McDowd's establishment is serving dinners, from about 4 to 10 p.m., with an excellent chef, and we'd recommend a visit any time now. It's a most attractive and intriguing spot.

DONOVAN'S IRISH INN, opp. Bathhouse. 6 a.m. to 8 p.m. Breakfast, Lunch, Dinner. Baked Ham, Corned Beef dinners Saturdays. Beer and Wine.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

A Sacramento publisher cogitates: "What good will an atomic auto able to travel 55,000 miles without refueling be if you have to stop every half hour anyway so the kids can buy comicbooks?"

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

BAKER'S DRIVE-IN, Boyes. Formerly Merry's. Open 24 hours a day. Short orders. Hamburgers. Chicken. Crab Louie. Super coffee.

Today and tomorrow you're going to be importuned to buy a Buddy Poppy. And most all of us will buy one. Seems like the VFW and Legion auxiliaries both will be on the job this year. Nothing much wrong with that, but why don't they get together, or alternate each year or somethin'? The poppies are made by incapacited or elderly veterans, and they make a little money that way. Net proceeds in either organization go to work among needy children of the vets.

PUREBRED PARAKEETS. See Jess Kimberlin, Agua Caliente, opp. Lloyd's Inn, on the highway.

Memorial Day flowers, shrubs. Splendid stocks of everything. Potted plants. BANCROFT NURSERY, Sonoma. Phone in your order.

The Age Center of New England, a Boston research and service organization, announces that after interviewing hundreds of aged men and women it has found that they don't like being called things like "senior citizen," "oldster" and "golden ager." We aren't surprised. And we're pretty sure they don't like "old folks" or "elderly" any better. Who the heck, for that matter, ever liked being called "middle-aged?"

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

OUR RESORT, El Verano. Harvey and Melina to serve you the finest mixed drinks. Home of draft beer and the Stein Club.

GRANDMA ENJOYED 'EM—THOSE GOOD OLD DAYS?

(From Cincinnati Enquirer)

Grandmother, on a winter day, milked the cows, slopped the hogs, saddled the mule, and got the children off to school; did a washing, mopped the floors, washed the windows, and did some chores; cooked a dish of home dried fruit, pressed her husband's Sunday suit, swept the parlor, made the bed, baked a dozen loaves of bread; split some firewood and lugged it in, enough to fill the kitchen bin.

Cleaned the lamps and put in oil, stewed some apples she thought would spoil; churned the butter, baked a cake, then exclaimed, "For goodness' sake, the calves have got out of the pen!" and went out

and chased them in again; gathered the eggs and locked the stable, back to the house and set the table; cooked a supper that was delicious, and afterward washed up all the dishes.

Fed the cat and sprinkled the clothes, mended a basketful of hose; then opened the organ and began to play, "When You Come to the End of a Perfect Day."

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families since 1952. WE 8-3357.

And from an Arizona educator: "People talk lightly of federal aid and think they can knock it off a tree—while it really just comes out of their pockets."

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Grocery Dept. Emergency road service. WE 8-5811 days. 8-3098 nights.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city.
Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.
A bridge across Sonoma river, connecting Craig and Thompson.
Roadside turnout parks (we're 20 years behind) thruout the Valley.
Complete citywide paving, curbing, and sidewalks.
A bank of our own.
A name for Highway 12 suitable for our new city.
Traffic and parking control in the entire area.
Better street lighting.
A local chamber of commerce, devoted to Springs area promotion.
Procuring of rural delivery and carrier service, from Boyes postoffice.
More facilities, use, and suitable names for local Recreation District parks.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

TOWN HOUSE SUPPER CLUB, Glen Ellen. New. Luxurious. The finest dinners, drinkables. Music weekends. Exotic! The Amantes.

BOYES SPRINGS FOOD CENTER. Summer weather calls for lighter foods. We've got 'em. Quality, plus low prices. Take-outs.

And why not subscribe to Moonbeams for a friend or relative back east? Cost, $1.29.

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